Why all the fuss about sugar sweetened beverages?

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Outline

• Introductions

• Context

• Why the focus on sugary beverages

• Implications
TYPE 2 DIABETES

AKA

Adult On Set Diabetes

Type 2 diabetes accounts for over 95% of diabetes cases. It used to be found only in adults but has rapidly increased among young adults and children, especially in urban and poor neighborhoods and in communities of color.
10 years ago, only 1 in 11 had pre-diabetes.

Nearly one in four youth ages 12-19 have pre-diabetes.

And 50% of these youth are at greater risk of developing full-blown diabetes within 5 years.

Source: American Journal of Pediatrics 2012
50% of African American youth & 33% of Latino youth will contract type 2 diabetes in their lifetime.

*25% of white youth

Source: CDC JAMA 2003
Why focus on sugary drinks?

• Sugary drinks are an important source of sugar in the diet
  – Largest source of added sugar in the diet
    • Approximately 40%

• Liquid sugar consumption may be particularly bad for health

• Contributes to diabetes risk, even apart from obesity
US trends in calories from beverages

Price of sugar-sweetened beverages is low relative to other healthier food items

Framework for examining the impact of an SSB tax on health outcomes

Wang.... Bibbins-Domingo in Health Affairs 2013
Mekonnen....Bibbins-Domingo in PLOSOne 2014
Projected decrease of new cases of diabetes associated with reductions in SSB consumption in California, 2011-2020

![Graph showing projected decrease of new diabetes cases](image-url)
Projected decrease in new cases of diabetes at 10% reduction in SSB consumption in subgroups of California
Approaches to reducing consumption

• Educational campaigns
  – Soda-free summers

• Restriction
  – Limiting soda machines in schools
  – Limiting size of sodas that can be sold (NYC)

• Taxation
  – Excise tax at point of distribution
  – 2 cents per ounce
Cost savings nationally

• A penny per ounce excise tax could:
  – Avoid more than $17 billion in medical cost (diabetes, obesity, heart disease)
  – Generate about $13 billion in annual tax revenue

• Similar ratio of healthcare cost savings and tax revenue projected for California

Who is will be affected by soda taxes?

- People who drink sodas
- Soda Companies
- Programs that improve public health